

**DECLARATION AND POWER OF ATTORNEY**

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name;

We believe that we are the original, first and joint inventors of the subject matter which is claimed and for which a patent is sought on the invention, design or discovery entitled:

**E-COMMERCE SYSTEM USING MODELING OF INDUCEMENTS TO CUSTOMERS**  
the specification of which is attached hereto;

We have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above; and

We acknowledge our duty to disclose to the Patent and Trademark Office all information known to us which is material to patentability as defined in 37 C.F.R. § 1.56 (a).

We hereby claim foreign priority benefits under 35 U.S.C. § 119(a) of any foreign application(s) for patent or inventor's certificate listed below and have also identified any foreign application(s) for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

NONE

We hereby claim provisional priority benefits under 35 U.S.C. § 119(e) of any provisional application(s) for patent or inventor's certificate listed below and have also identified any provisional application(s) for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

Provisional U.S. Application Serial No. 60/262,935, filed January 19, 2001 and entitled "E-COMMERCE SYSTEM USING MODELING OF INDUCEMENTS TO CUSTOMERS."

We hereby claim the benefit under 35 U.S.C. § 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application(s) in the manner provided by the first paragraph of 35 U.S.C. § 112, I acknowledge the duty to disclose material information as defined 37 C.F.R. § 156 (a) which occurred between the filing date of the prior application(s) and the national or PCT international filing date of this application:

NONE

We hereby appoint:

**DECLARATION AND POWER OF ATTORNEY**  
Atty. Dkt. No. PAVI-25,974

Gregory M. Howison	Reg. No. 30,646
Peter J. Thoma	Reg. No. 28,121
John J. Arnott	Reg. No. 39,095
Stephen S. Mosher	Reg. No. 33,974

of the firm HOWISON, THOMA & ARNOTT, L.L.P., my attorneys with full power of substitution and revocation, to prosecute this application and to transact all business in the United States Patent and Trademark Office connected therewith, and to file and prosecute any international patent applications based thereon in any foreign country or before any international authorities under the Patent Cooperation Treaty.

Send Correspondence To:



**25883**

PATENT TRADEMARK OFFICE

Direct Telephone Calls To:

Gregory M. Howison

at (972) 479-0462

Atty. Docket No. PAVI-25,974

We hereby declare that all statements made herein of our own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of the First Joint Inventor: **Edmond Herschap III**

Inventor's Signature:

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Date:

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Residence (City, State): **Austin, Texas**

Citizenship: **U.S.A.**

Post Office Address: **Austin, Texas**

**DECLARATION AND POWER OF ATTORNEY**  
**Atty. Dkt. No. PAVI-25,974**

Full name of the Second Joint Inventor: **Timothy J. Magnuson**

Inventor's Signature:

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Date:

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Residence (City, State): **Austin, Texas**

Citizenship: **U.S.A.**

Post Office Address: **Austin, Texas**

Full name of the Third Joint Inventor: **Thomas J. Traughber**

Inventor's Signature:

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Date:

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Residence (City, State): **Austin, Texas**

Citizenship: **U.S.A.**

Post Office Address: **Austin, Texas**

Full name of the Fourth Joint Inventor: **Kasey White**

Inventor's Signature:

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Date:

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Residence (City, State): **Austin, Texas**

Citizenship: **U.S.A.**

Post Office Address: **Austin, Texas**

**DECLARATION AND POWER OF ATTORNEY**

Atty. Dkt. No. PAVI-25,974